

STRATEGIC SOURCING FOR PACKAGING MATERIAL PROCUREMENT USING CENTRALIZED PACKAGING DATA MANAGEMENT SYSTEM

ABSTRACT

Systems and techniques for developing enterprise-wide packaging related strategies are described. A central packaging data (CPD) management system provides an online environment in which customers manage packaging data for their respective products. The CPD management system integrates packaging data that describes specifications and attributes of types of packaging material for use throughout the enterprise, with cost data that describes the actual dollars spent on packaging materials of the specified types. By facilitating this integration, the enterprise is able to apply the techniques described herein to develop enterprise-wide packaging strategies and effectively leverage, optimize, or otherwise increase the value of the buying power for the procurement of packaging materials.